

Thursday, June 15, 2023 ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA Regular meeting at 12:00 pm

This meeting will be held in a hybrid format. Please submit public comment to Associate Planner N.J. Johnson at njohnson@scappoose.gov or in writing to Scappoose City Hall (33568 E Columbia Ave; Scappoose, OR 97056) by June 14, 2023 at 5:00 pm. Public comment can also be made verbally at the beginning of scheduled meetings.

Topic

1. Call to order 12:00 pm

1.1. Approval of Agenda: June 15, 2023

1.2. Approval of Meeting Minutes: May 11, 2023

1.3. Public Comment

2. New Business 12:10 pm

- 2.1. **Updates** Community Partners
 - Columbia Economic Team
 - City Council Liaison
 - Columbia County
 - OMIC R&D
 - PCC OMIC
 - Port of Columbia County
 - Columbia River PUD
 - Scappoose Public Library
 - City of Scappoose
- Update Destination Downtown: Columbia County
 Wela Negelspach, Columbia Economic Team

2.3. **Update** Branding RFP

N.J. Johnson, City of Scappoose

2.4. **Exercise** Downtown Overlay Standards

Laurie Oliver Joseph & N.J. Johnson, City of Scappoose

3. Announcements 1:25 pm

- 3.1. Next meetings
 - July 20, 2023 at 12:00 pm

This meeting will be conducted in a handicap accessible room. If special accommodations are needed, please contact City Recorder, Susan Reeves at 503-543-7146, ext. 224 in advance. TTY 1-503-378-5938



- August 17, 2023 at 12:00 pm
- September 21, 2023 at 12:00 pm
- 3.2. Upcoming Events
 - Scappoose Farmer's Market
 - Every Saturday from 9:00 am 2:00 pm, SE 2nd Street near E
 Columbia Avenue intersection
 - Urban Renewal Agency/Economic Development Committee Joint Meeting
 - o Monday, August 7, 2023 at 6:00 pm

4. Adjourn 1:30 pm



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

May 11, 2023 12:00 - 1:30 pm

<u>Attendees</u>: Chair Christine Turner, Vice Chair Brian Rosenthal, Paul Fidrych, Sean Findon, David Sideras, Paul Vogel, Wela Negelspach, Patty Hawkins, Rand Brown, Nancy Ward, Heidi Ralls, Jeff Weiss, N.J. Johnson, Mayor Joe Backus, JJ Duehren, Len Waggoner

Absent: George Hafemann, Karl Fenstermaker

1. CALL TO ORDER

The meeting was called to order at 12:02 PM by Chair Christine Turner.

1.1 Meeting Agenda

Vice Chair Brian Rosenthal made a motion to approve the May 11, 2023 agenda. Sean seconded. The motion passed unanimously.

1.2 Meeting Minutes

Vice Chair Brian Rosenthal made a motion to approve the April 20, 2023 meeting minutes. Sean seconded. The motion passed unanimously.

1.3 Public comment

JJ Duehren: Earth Day was a very successful event with over 500 people attending. We served 400 hot dogs and 400 burgers. Thank you to everyone who helped made the event a success! JJ provided trophy awards to Jeff Weiss, Sean Findon, and Paul Fidrych.

Rand Brown: The PCC OMIC Fab Lab is opening tomorrow from noon-6:00. Paul Vogel will be giving the opening remarks. We're also hiring a part-time Student Outreach position.

2. **NEW BUSINESS**

2.1 Destination Downtown: Columbia County

Joe: Meeting with Cascade Tissue to expedite sale of the site. We had a career fair at PCC, which was very successful. We will have three market studies for the hotel soon.

Wela: I encourage you all to register and attend the Destination Downtown workshop. Wednesday is a meet & greet with other agencies and Travel Oregon. Thursday is going to be a day-long workshop to develop strategies that will enhance downtown areas in Columbia County.

2.2 Community Video Filming Locations

Chair Christine Turner: The packets have the draft community video script in there. We are being asked to make recommendations on the film locations of the economic development section.



NJ played an example video from Greer, South Carolina available here: http://www.elocallink.tv/m/v/player_ns.php?pid=w3Qz1ap82#

Jeff: Who owns the video?

Paul F: It's my understanding that CGI Digital owns the video and we just put it on our website.

NJ: We've spoken with CGI about this and they've agreed to work with us to modify the video if things change in a few years after the conclusion of the branding work and other development in town.

Rand: I would recommend establishing a publishing agreement, which gives you all the rights you'd want.

Vice Chair Brian Rosenthal: The voiceovers are pretty good but it lacks the ask at the end. We want to bring people to Scappoose but there's not a strong statement indicating that at the end.

Paul F: We should position ourselves as an innovation center and include PCC and OMIC. I also don't see mention of tourism.

Jeff: We should include the Airport in the economic development section.

NJ: These are good suggestions for the script but I want to shift our focus towards the filmed locations because that's the unfilled part of the plan right now.

The following locations were recommended by members of the Committee:

- Candle Apartments
- Highway 30 overview
- Scappoose Airport
- Trails
- Columbia River
- Scappoose Bay Marina
- Industrial land
- Rock pit when filling in dirt
- Downtown core
- Saturday Market
- Families
- Berry picking
- Corn maze
- Horses
- Pro Diesel Automotive
- Means Nursery
- West Coast Shoe Company
- Soccer and other sports
- Joy Creek
- OMIC R&D
- City parks
- Mt. Hood
- Keep it Local Columbia County



- Scappoose Small Business Development Center
- Fred Meyer
- Happy people
- Cathedral Coffee
- Bamford Bakery
- Farmer's Market
- Rocky Point
- Sauvie Island

Paul: I feel like we've had this conversation about who we are and what we're about for years. If we did the branding first, all of this would be figured out and the conversation about what to highlight in a video would be easy. Instead, staff is continuing to push this video. They have their reasons for doing that.

NJ: We've been directed by Council to move forward with the video.

Vice Chair Brian Rosenthal: We've talked about this before and the idea was that something is better than nothing. We can always go back and tweak things if we need to.

Joe: I agree. I also don't think things will change too much because the things that come out of our branding process are going to be traits that Scappoose already has.

2.3 Building a Scope of Work for the Community Branding RFP (Request for Proposals)

NJ: Does anyone have any questions on the background memo?

Paul F: I do. I was not asked to comment on the recommendation. The City has not asked me how I would do the branding process. They did allow me to present to EDC twice and Council once. Some of the questions that are being asked in the packet could be answered by my presentations. Instead of going to a branding agency and telling them we don't know who we are, we could've reduced the scope by going through the exercise ourselves. The 50-Year Plan produced a vision statement that could be Any Town, USA. If this was so good, it would be driving the discussion.

NJ: That vision statement is specifically for a land use project. The community brand will likely speak to much broader concepts than the 50-Year Plan does.

Paul F: So the 50-Year Plan is not going to give us our vision?

NJ: I included it to highlight that we have some work that's been done.

Paul F: So the 50-Year Plan is not going to give us the vision for our town. So what will?

NJ: The idea is that when the branding project gets going in the future, the whole community chimes in. We would get a branding consultant, which Council has twice now directed us to do. EDC would be the main stakeholder group for the branding project. That's the outline but the purpose of this exercise is to develop a scope of work for what the consultant will do for the City.

Paul F: The branding agency is not going to tell us who we want to be. Who is going to tell us that?



NJ: The community, including EDC and Council.

Paul F: How?

David: I suggested we do a Facebook survey but that was shot down.

Paul F: Going to Facebook with an open-ended, blue ocean question is going to be tough for anyone to answer. We reduced the scope to outdoor recreation with a core value of family.

Chair Christine Turner: I appreciate your passion but we've proposed this and been shut down.

Paul F: Here's how we do a branding project: 1) Craft a vision statement; 2) Bring in the 50-Year Plan Committee; 3) Bring in the Parks Committee; 4) Create an amenities list; 5) Bring in EDC; 6) Return to the citizens with a vision statement for their feedback; 7) Bring in a branding agency to develop our logo, slogan, etc.; 8) Return to citizens with revised plan; and 9) Begin our marketing work with Travel Oregon, Columbia County, outdoor groups, etc. That's it.

Vice Chair Brian Rosenthal: But that decision has already been made. One other thing just so we don't change what we discussed. We discussed trying to tie in high tech innovation in our future, though we can't say that's who we are today. I'd now like to move forward with our Chairperson.

Chair Christine Turner: NJ, do you want us to answer the questions?

NJ: Yeah. Paul, just one thing I would say in response. I agree that a lot of work has already been done. With that, I would recommend including in the scope of work that the consultant review your presentations, the vision statements that have been produced, etc.

Paul F: The questions in your exercise have already been answered by my presentation. Go watch my presentation; it's all there. I'm insulted because clearly nobody listened.

NJ: Part of the point of this exercise is to make sure everyone is on the same page with where we're going.

The Committee developed the following ideas for the branding scope of work:

- Develop a brand with an emotional connection
- Disseminate brand widely and clearly, especially on Highway 30
- Consistent business infrastructure style/theme
- Attract new businesses and residents
- Use brand as a beacon light for decision making
- The consultant should make a recommended list of amenity improvements in pursuit of brand.
- The consultant should develop a list of the industries that are most likely to be attracted to Scappoose with the brand we develop.
- Utilize focus groups, community conversations, and open houses for community involvement

2.4 Attending Upcoming Meetings

Chair Christine Turner: Is everyone available for the summer meetings mentioned in 3.1?

Several members confirmed, nobody mentioned a conflict.



3. ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
 - Scappoose Farmer's Market
 - Every Saturday starting May 13th, goes from 9:00 am 2:00 pm, SE 2nd
 Street near E Columbia Avenue intersection
 - Destination Downtown: Columbia County
 - May 17-18, details included in packet
- Next meetings
 - o June 15, 2023 at 12:00 pm
 - o July 20, 2023 at 12:00 pm
 - o August 17, 2023 at 12:00 pm

4. Meeting Adjourned at 1:29 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@scappoose.gov. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938.

Chapter 17.80

DOWNTOWN OVERLAY

Sections:

- 17.80.010 Purpose.
- 17.80.020 Applicability.
- 17.80.030 Uses.
- 17.80.040 Dimensional requirements.
- 17.80.050 Parking lots for commercial, mixed-use, and multifamily uses.
- 17.80.060 Lighting.
- 17.80.070 Service areas.
- 17.80.080 Building height and architectural character.
- 17.80.090 Signs.
- 17.80.100 Landscaping.
- 17.80.010 Purpose. The purpose of the downtown overlay is to encourage the preservation, improvement and renewal of the existing business district of the city maintaining a center of commercial and civic activity for the community; encourage pedestrian traffic; encourage higher density residential development in support of commerce; require design features that reduce conflicts with vehicular traffic flow; and improve the general appearance, safety and convenience of the downtown area by requiring greater attention to the design of buildings, parking, landscaping, lighting and traffic circulation. (Ord. 868, 2018; Ord. 811, 2010; Ord. 682, §4 (part), 1999)

17.80.020 Applicability.

- A. West of Highway 30, the downtown overlay shall apply to properties beginning on the north side of E.M. Watts Road and extending north to Scappoose-Vernonia Highway and including all properties with frontages on either side of West First Street or Highway 30 or the connecting side streets, excepting the residential properties north of
- E.J. Smith Road and west of NW $1_{\rm st}$ Street. East of Highway 30, the downtown overlay shall apply to properties from Williams Street south to East Columbia Avenue with frontages on NE First Street; properties from East Columbia Avenue south to Santosh Street with frontages on SE First Street or SE Second Street; properties with frontages on East Columbia Avenue extending east from Highway 30 to West Lane Road; and properties with frontages on both West Lane Road and East Columbia Avenue, as shown on Figure 17.80.1.

- B. The design standards of this Chapter are not applicable to exterior maintenance or repair of existing structures or improvements.
- C. The provisions of this Chapter shall apply to all new Residential, mixed-use, and commercial construction. The Chapter shall also apply to major exterior modifications except for existing single-family residences.
- D. Changes to existing commercial, mixed-uses and multifamily residential uses shall be subject to this Chapter if any of the following changes are proposed:
 - 1. An increase of ten percent or more in dwelling unit density, or lot coverage for residential development;
 - 2. A change in the ratio or number of different types of dwelling units;
 - 3. An increase in the height or width of the building(s) by more than twenty percent;
 - 4. Demolition or replacement of more than twenty-five percent of the surface area of any exterior wall or roof;
 - 5. A change that requires additional on-site parking in accordance with Chapter 17.106; or
 - 6. A change in the type and location of access ways and parking areas where off-site traffic would be affected.
- E. Except as specifically exempted in this chapter, all other requirements of Title 17 shall apply within the downtown overlay. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 §4 (part), 1999)

17.80.030 Uses.

Use	
Where base zoning is commercial,	See the uses
permitted and conditional uses shall be	permitted in
as defined in the underlying base zone.	the base zone
Where base zoning is residential, permitted and	See the uses
conditional uses shall be as defined in the	permitted in
underlying base zone, plus the following	the base zone
additional permitted uses:	
 Bed and breakfast facilities; 	
2. Library services;	
3. Professional offices where	
building footprint is four	
thousand square feet or less;	
4. Mixed-use building where building	
footprint is four thousand square	
feet or less;	

5.	Townhouses on individual lots three thousand (3,000) square feet	
	or greater, not to exceed four units.	

(Ord. 868, 2018)

17.80.040 Dimensional requirements.

Dimensional Requirements	Requirement ¹
Minimum lot size Commercial base zoning	No minimum lot area shall be required.
Minimum lot size	
Residential base zoning with commercial uses	Six thousand (6,000) square feet.
Minimum lot size	
Residential base zoning with residential uses	
Single-family detached two stories in height	Three thousand (3,000) square feet
Single-family detached one story in height	Forty-five hundred (4,500) square feet or
Townhouse	Three thousand (3,000) square feet per townhouse
Duplex	Six thousand (6,000) square feet per duplex
Triplex	Six thousand (6,000) square feet for the first two attached units plus an additional two thousand (2,000) square feet for each additional dwelling unit

Quad-plex	Six thousand (6,000) square feet
Quad pick	for the first two attached units
	plus an additional two thousand
	(2,000) square feet for each
	additional dwelling unit
Lot Width	Where uses are commercial or mixed
	use, no minimum lot width shall be
	required.
	_
	Where uses are residential, the
	minimum lot width shall be thirty
	feet for detached residences and
	twenty feet for townhouses.
Setbacks	Where uses are commercial or mixed
beebacks	use,
	·
	a) No setback shall be permitted
	between the front of the
	building and the property line
	adjoining the street, with the
	exception of an outdoor patio
	used for seating. The planner
	may authorize minor exceptions
	up to eight feet where
	necessary due to lot
	configuration, visual
	clearance area requirements,
	or the need to accommodate
	overhanging elements such as
	awnings, signage, or
	architectural features. Such
	setback exceptions shall be
	limited to the minimum
	necessary.
	b) Side yard setbacks shall be a
	minimum of three feet each
	with any street side setback
	no less than ten feet.
	c) Rear yard setbacks for mixed-
	use buildings shall be a
	minimum of twenty feet.
	Where uses are residential,
	a) The front yard setback shall
	be a minimum of ten feet;
	b) The front of garages or
	carports shall be located a
	minimum of twenty feet from
	the property line where access
	occurs;

	c) Side yard setbacks for detached residential dwelling units shall be a minimum of three feet each with any
	street side setback no less
	than ten feet;
	d) Side yard setbacks for
	townhouses on individual lots
	shall be zero at the common
	property line and shall be a
	minimum of three feet at side
	yards for end units with any
	street side setback no less
	than ten feet;
	e) Side yard setbacks for
	detached accessory buildings
	shall be a minimum of three
	feet each;
	f) The rear yard setback shall be
	a minimum of twenty feet,
	except the minimum rear yard
	setback for an accessory
	building shall be five feet.
Maximum height	No building shall exceed thirty-
	five feet in height, except a mixed
	use building with commercial or
	professional office space on the
	first floor with residential units
	above shall not exceed forty-five
	feet in height.

¹Base zoning dimensions are not applicable within the downtown overlay. (Ord. 868, 2018)

17.80.050 Parking lots for commercial, mixed-use, and multifamily uses.

- A. Parking lots shall be in accordance with Chapter 17.106, Off Street Parking and Loading Requirements, except as specifically defined in this section. Illustrations of desirable parking lot designs are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.
 - B. Location of Parking.

1. New off-street surface parking lots shall be located to the side or rear of buildings. Parking at midblock or behind buildings is preferred. When parking cannot be located at midblock or behind buildings, perimeter screening and planting shall be required, complying with design standards for parking perimeter screening and planting, subsection D of this section.

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- 2. New off-street surface parking lots shall not be located between a front facade of a building adjacent to a public street, and the public street.
- 3. New parking lots and garages shall not be located within twenty feet of a street corner.
 - C. Design of Parking Lots.
- 1. Off-street surface parking areas shall be designed to be as unobtrusive, and as attractive in appearance, as possible.
- 2. Angled or perpendicular parking spaces shall provide, where needed, extruded curbs (tire stops) or widened curbs to prevent bumper overhang into landscape areas or walkways.
- 3. Landscaping around and within surface parking areas shall equal ten percent of the total parking area.
- 4. Landscaping shall be installed within planting bays, and in any other area where parking stalls, circulation aisles, driveways and pedestrian movements shall not be precluded by the landscaping.
- 5. Pedestrian accessways through surface parking lots shall be clearly identifiable through use of different paving materials, pavement markings, grade separation, or landscaping, well-lighted, and as short as practicable.
- 6. Surface parking lot vehicular accessways shall not be located within twenty-five feet of a corner.
- 7. New parking areas shall be designed to the extent practicable to connect with existing parking areas on adjacent sites to minimize usage of the street for parallel movements.
- D. Parking Perimeter Screening and Planting. Parking areas adjacent to public streets shall provide landscaping which meets one of the following standards:
- 1. A five-foot-wide planting strip between the right-of-way or back of sidewalk and the parking area. The planting strip may be pierced by pedestrian accessible and vehicular access-ways. Planting strips shall be planted with an evergreen hedge. Hedges shall be no less than thirty-six inches or more than forty-two inches in height at maturity. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. Hedges and other landscaping shall be planted and maintained to afford adequate sight distance for vehicles exiting the parking lot; or

- 2. A solid decorative wall or fence thirty-six inches in height parallel to and not nearer than one foot from the right-of-way line. The area between the wall or fence and the street line shall be landscaped. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. The required wall or fence and landscaping shall be designed to allow for access to the site and sidewalk by pedestrians and shall be constructed and maintained to afford adequate sight distance for vehicles exiting the parking lot; or
- 3. A transparent screen or grille forty-eight inches to seventy-two inches in height parallel to the right-of-way line. A one foot minimum planting strip shall be located either inside the screen, or between the screen and the right-of-way. The plant strip shall be planted with a hedge or other landscaping. Materials shall achieve a balance between low-lying and vertical shrubbery and trees. The required screen or grill and landscaping shall be designed to allow for access to the site and sidewalk by pedestrians and shall be constructed and maintained to afford adequate sight distance for vehicles exiting the parking lot.
 - E. Reduced Off-Street Parking Requirements for commercial uses.
- 1. For any structure meeting the applicability provisions of Chapter 17.120 (Site Development Review) or Chapter 17.130 (Conditional Use), the Planning Commission may grant reduced off-street parking standards within the following parameters:
- a. Up to a 100-percent reduction capacity for the area existing between NW Laurel Street and NW Casey Street/J.P. West Road for properties having frontages on either side of West First Street, Highway 30, or the connecting side streets.
- b. Up to a twenty-five (25) percent reduction capacity for properties in the downtown overlay on the east side of Highway 30.
- c. Reduced off-street parking requirements do not apply to mixed-use or multifamily buildings. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

17.80.060 Lighting.

- A. Illustrations of desirable lighting are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.
- B. Pedestrian scale street lighting shall be provided along East Columbia Avenue and along West First Street.
- C. Pedestrian scale street lights shall be no taller than twenty feet and shall be a design approved by the planner. Lamps shall be metal halide bulbs or other white light source.
- D. Additional pedestrian-oriented site lighting (i.e., path lighting including step lights, well lights and bollards) is encouraged.

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- E. Fixture height and lighting levels shall be commensurate with their intended use and function and shall assure compatibility with neighboring land uses. Baffles shall be incorporated to minimize glare and to focus lighting to its intended area.
- F. Minimum lighting levels shall be provided for public safety in all urban spaces open to public circulation.
 - G. No lighting standard shall exceed twenty-five feet in height.
- H. Accent lighting on architectural focal points and landscape features is encouraged.
- I. Seasonal lighting is encouraged. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

17.80.070 Service areas.

- A. Illustrations of desirable service area screening are shown in the 1998 ODOT/DLCD Quick Response Project and/or the 2002 ODDA Resource Team Report.
- B. Except for single-family dwelling units, all on-site service areas, loading zones and outdoor storage areas, waste storage, disposal facilities, transformer and utility vaults and similar activities shall be located in an area not visible from a street or urban space. If this is not possible, then the service area, loading zone or storage area shall be fully screened from public view. Prohibited screening includes chain-link fencing with or without slats. Acceptable screening includes a stone, masonry or wood enclosure which may be freestanding or incorporated into a building wall. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682 § 4 (part), 1999)

17.80.080 Building height and architectural character.

- A. Building Height for Commercial Uses.
- 1. The minimum facade height for single-story buildings shall be sixteen feet for buildings with unbroken rooflines, but may be as short as fourteen feet for buildings providing architectural diversity to roof profiles. Building height shall be measured from the highest grade point of the building frontage from ground to top of cornice or highest point of roof slope.
 - B. Architectural Character.
 - 1. Awnings on building containing commercial uses.
- a. Awnings at the ground level of commercial buildings are encouraged.
- b. Awnings shall not obscure or distract from significant architectural features and should fit within the window bays (either above the main glass or the transom window).
- $\,$ c. The color of the awning shall be compatible with its attached building.

- 2. Building Exterior. The exterior walls of building facades shall be of suitable durable building materials including the following: stucco, stone, terra-cotta, tile, cedar shakes and shingles, beveled or shiplap or other narrow-course horizontal boards or siding, vertical board and batten siding, articulated architectural concrete masonry units (CMU), or similar materials which are low maintenance, weather resistant, abrasion resistant, and easy to clean. Prohibited building materials include the following: plain concrete, plain concrete block, corrugated metal, unarticulated board siding (e.g., T1-11 siding, plain plywood, sheet press board) and similar quality, nondurable materials.
 - 3. Building Fronts.

a. All residential structures shall utilize at least two of the following design features to provide visual relief along the street frontage:

- 1. Dormers;
- 2. Recessed entries;
- Cupolas;
- 4. Bay or bow windows;
- 5. Gables;
- 6. Covered porch entries;
- 7. Pillars or posts;
- 8. Eaves (minimum eighteen inch projection); or
- 9. Off-sets on building face or roof (minimum sixteen inches).
- b. Ground floor windows shall be provided on commercial building facades.
- c. Darkly tinted windows and mirrored windows that block two-way visibility are prohibited as ground floor windows of commercial buildings.
- d. Ground floor building facades on commercial buildings shall contain unobscured windows or glass doors for at least forty-five percent of the wall area and fifty percent of the wall length within the first nine feet of wall height. Lower window sills shall not be more than three feet above grade except where interior floor levels prohibit such placement, in which case the lower window sill shall not be more than a maximum of four feet above the finished exterior grade.
- e. On the ground floor, commercial buildings shall incorporate large display windows with transom windows above.
- f. New commercial buildings whose street frontage is more than forty-five feet wide shall be designed to convey a sense of division through the use of either pilasters, window and door openings, recessed entries, off-sets or other architectural details and shall break any flat, monolithic facade by including architectural elements

such as bay windows, changes in materials, or other articulation such as columns or vertical architectural elements to provide pedestrian scale to the ground floor. (Ord. 868, 2018; Ord. 811, 2010; Ord. 738 §1 (part), 2003; Ord. 682)

17.80.090 Signs. A. Signs shall be in accordance with the requirements of Chapter 17.114, Signs. (Ord. 868, 2018; Ord. 682 §4 (part), 1999)

17.80.100 Landscaping.

- A. The landscaping requirements of Sections 17.100.090 (Buffering and screening requirements) and 17.100.100 (Screening-Special provisions) shall not apply within the downtown overlay.
- B. Pedestrian scale lighting and hanging floral baskets may be substituted for street trees for frontages on the west side of Highway 30 from the northwest corner of JP West Road north to the southwest corner of Watts Street. Such substitutions shall be in accordance with the standards in Section 17.80.060. The design of the fixture shall be subject to approval by the planner.
- C. One street tree shall be required per 35 feet of linear street frontage or fraction thereof, except where the planner approves alternative plantings due to visual clearance area requirements, awnings, street lights, doors or other conflicts. Species of street trees shall be subject to approval by the planner and may vary from the approved street tree list where a smaller stature of tree is necessary to resolve conflicts. (Ord. 868, 2018; Ord. 820 §5, 2012; Ord. 811, 2010; Ord. 682 §4 (part), 1999) (Ord. 820 §3, 2012)

